

## Golden Week Events

Golden Week was a golden opportunity for HTJ to capture the attention of the Japanese public. From the first through the fifth of May, HTJ participated in a series of events and was busy traveling practically all over Japan!

- **Aloha Hawaii at Venus Fort, Tokyo: April 24 – May 5**

May 1 & 4: Jake Shimabukuro Mini Concert, followed by Miss Hawaii 2003 Kanoelani Gibson and Hawaiian music (Number of Visitors over 60,000 per day)



May 4: HTJ sponsored a 9-hour special "Aloha Kama Aina!" on FM J-WAVE including Jake's live performance.

- **Tour Expo 2004 in Osaka: May 1 – 4**  
(Visitor to Tour Expo: 134,950 people)



May 1 – 4: Participated by Jackie Booth & Leahi.

May 2 & 3: Participated by Jake Shimabukuro

May 3: HTJ sponsored a 9-hour special "Island Hoppers in Hawaii" on FM802 including Jake's live performance.

- **Carretta Festa at Shiodome, Tokyo: April 29 – May 9**

May 1 – 3: Participated by Miss Hawaii 2003 Kanoelani Gibson and Hawaiian music with her hula demonstration. Leis were given out to audience to celebrate lei day on May 1.

- **Third Hawaiian Festival in Hiroshima: May 5**

May 5: HTJ provided Hawaiian music by Leahi and hula by Jackie Booth and Miss Hawaii 2003 Kanoelani Gibson.

## HTJ Activities In Hawaii

Prior to the excitement of Golden Week activities, HTJ Liaison Office in Honolulu hosted the second press tour, April 8 through 12. After covering Iolani Palace and Honolulu Academy of Arts, the group flew to Maui where they visited "Celebration of the Arts" at The Ritz-Carlton Kapalua, Maui Ocean Center, Sunrise Protea Farm, Nanea A'o Kula (lavender farm) and Haleakala Summit among other things. Ulalena was also included in their itinerary.

## HTJ Advertising Campaign Phase 2

Back in Japan, the second phase of the HTJ advertising campaign began on May 15 with two 15-second commercials, eight posters featuring our "campaign personality" Jake Shimabukuro and radio commercials. Six of the eight posters are dedicated to six islands.



## What's happening in Japan and Hawaii

HTJ is holding a series of seminars in Sendai (5/19), Sapporo (5/20), and Tokyo (5/25) targeted toward the travel trade. On May 20, HTJ addressed two separate groups in Hiroshima, one on overseas school trips and the other on tourism in Hawaii. In June, there will be seminars in Osaka and Nagoya. On June 3, Takashi Ichikura, Executive Director, will be making a presentation of HTJ activities to the US Chamber of Commerce in Tokyo.

In the meantime, back in Hawaii, HTJ Liaison Office is currently organizing a FAM tour for travel agents from June 2 to 7, taking the group to Lanai and Oahu with focus on activities and cultural aspects of Hawaii. On June 11, the HTJ Honolulu Liaison staff will be welcoming the addition of the UA flight from Narita where the passengers will be sent off by Jake Shimabukuro and his ukulele performance. Upon arrival in Honolulu, they will be greeted by Miss Hawaii 2003 Kanoelani Gibson and the HTJ staff with leis.

## Hawaii Hot News

HTJ Honolulu Liaison Office will be providing a weekly update of the "Hawaii Hot News" section in our web site (<http://www.gohawaii.jp>) to keep the Japanese audience abreast of the hottest and coolest topics on the islands. We invite you to send in any timely news that you feel would interest the Japanese audience to Yumi Ozaki ([y.ozaki@htjapan.jp](mailto:y.ozaki@htjapan.jp)).

## Constant Updates

HTJ is trying to constantly update the local media by holding press conferences (nearly every month since HTJ began operation in January, except for April). Also at the public meeting held at Hawaii Convention Center on May 12, HTJ gave a report on our activities and results for the first quarter along with upcoming activities.

Mahalo!